

Global Market Trends

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Macro Trends Shaping Our Business Landscape

- Declining dominance of West as economic power

- Growth beyond BRIC — emerging Asia, LATAM, NEW Africa

Geographic macro economic trends

Services virtualization

- R&D virtualization
- Industry consortiums
- SMB opportunities

Congruence of Business & Technology

- Fusion of services & software products
- Software appliances
- Machine to Machine communication

Political and Social response to Services outsourcing

- Security and terrorism
- Visa regimes
- Protection barriers

Organizational metamorphosis thro' M&A

- Acquire comp. Assets
- Penetrate Markets

User sophistication & ease of use of tech.

- Social networking
- Virtual reality
- Online games

Visible Trends Shaping Industry

Markets

- Industry direction, challenges, initiatives
- Globalization imperatives, APAC, ME becoming growth opportunities to our customers
- Customer pref for Vendor consolidation
- ADMS vs Non- ADMS growth

Competition

- Customer preference for setting up captives
- Niche players and industry players emerging as new competition
- Large SIs increasing strategic presence and Acquisitions in India

Geography

- Country specific aspirations to emulate India growth story
- Language skills becoming important to service global clientele
- Domestic Market in India Opening up

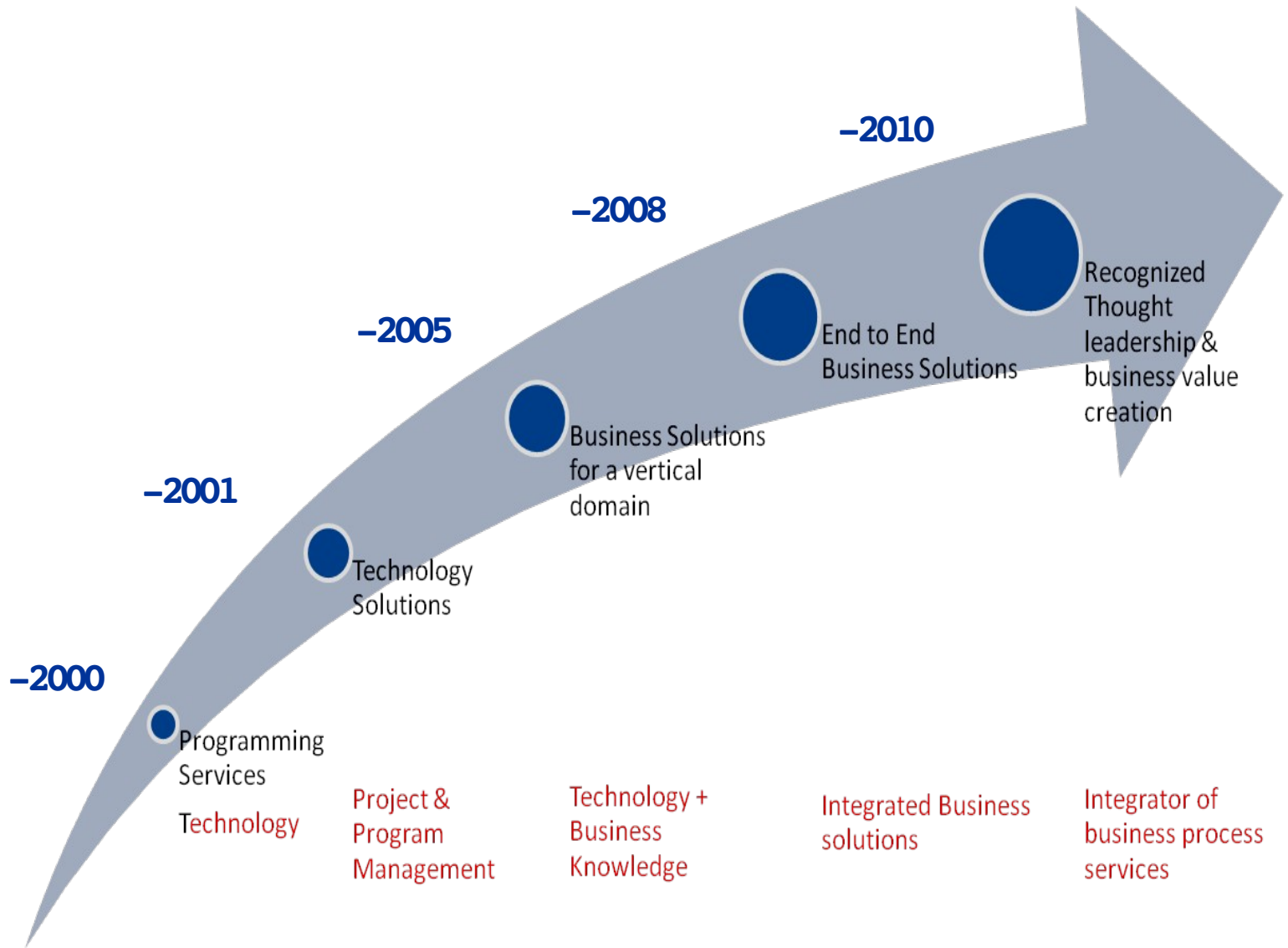
Investors

- Higher growth options in other sectors
- Rupee appreciation, stagnant margins
- M & A activity in India
- Private Equity investor Activity

Technology

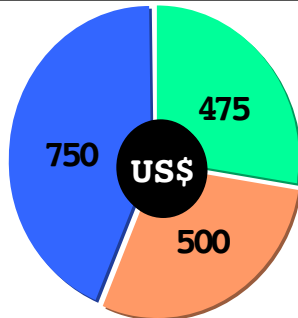
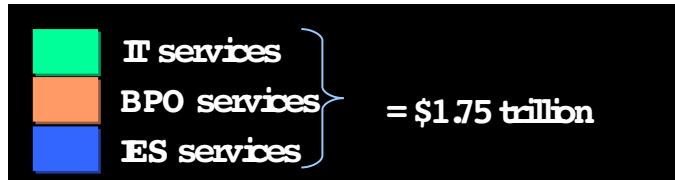
- Agile development, co-housed development
- Global delivery in context of Business transformation, declining imp for SDLC models
- SAAS, SOA, Mobile Computing, Web 2.0, AJAX

Services Model Continues to Evolve



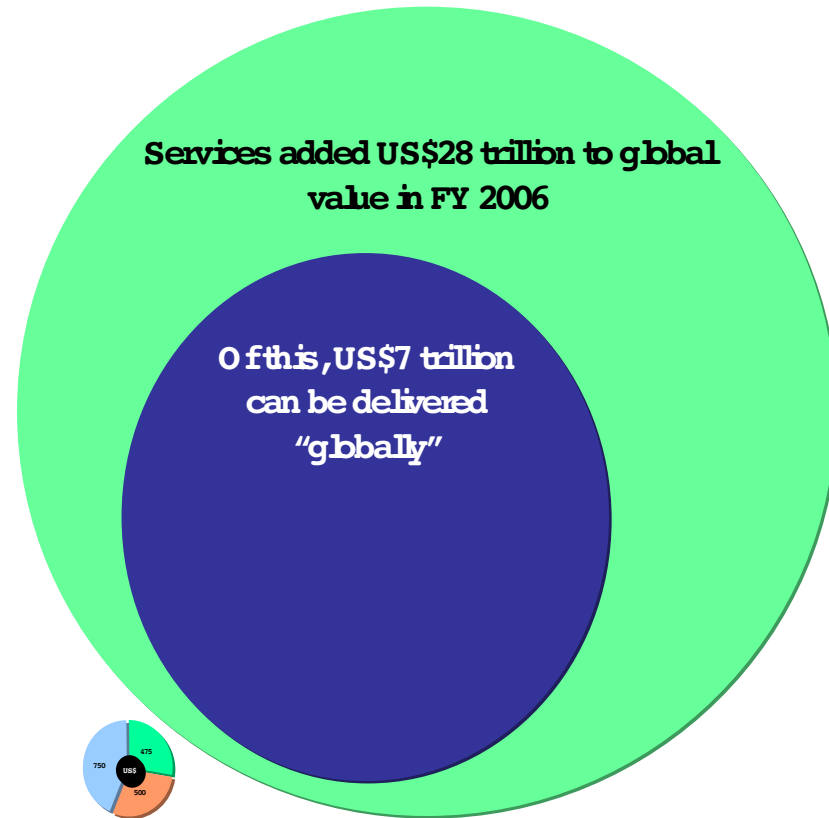
EXPANDING MARKETS

Today's Market



- Global outsourcing of the above is ~ US\$ 400 billion
- India Inc served about US\$45 billion

Tomorrow's Market

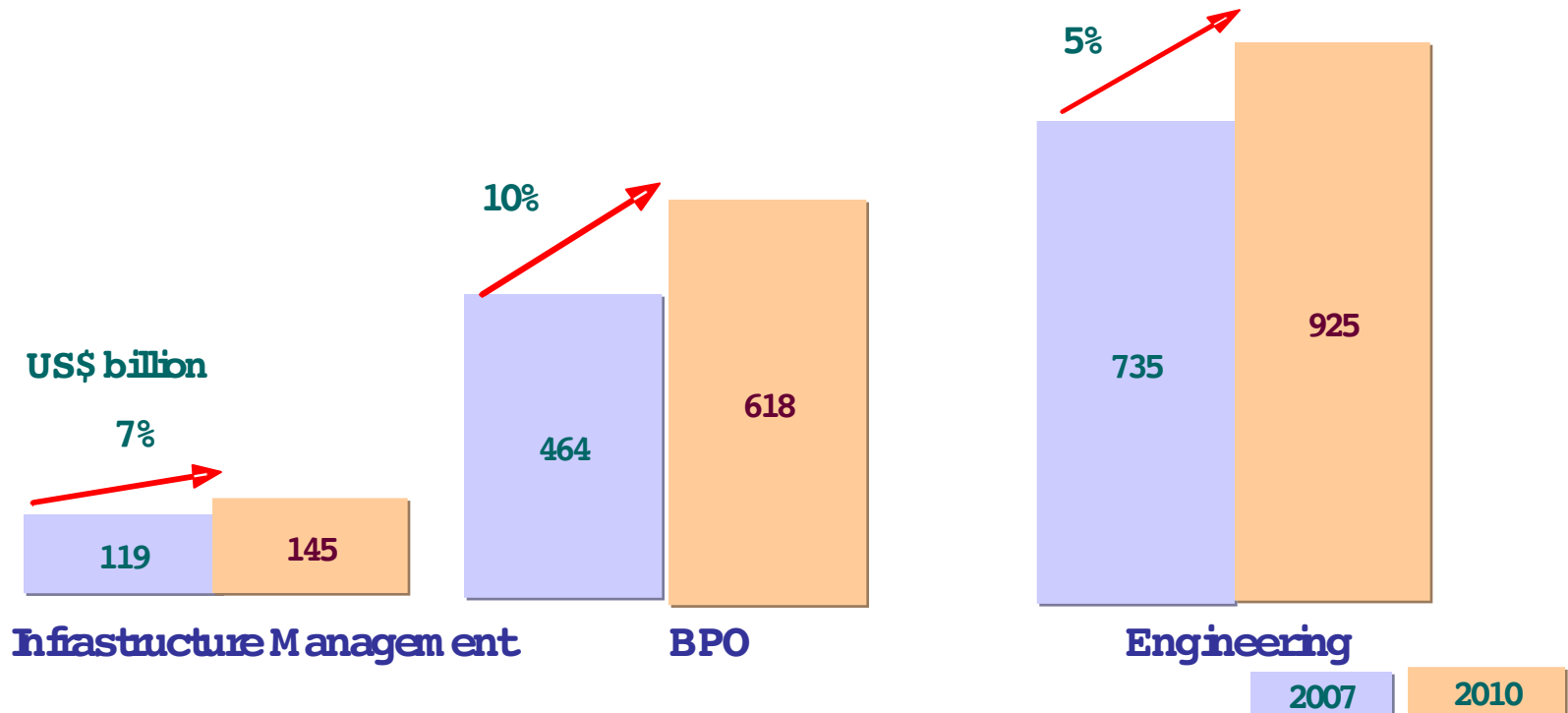


Market Expanding to include processes that

cut across businesses, sectors and industries.

are industry-specific including what was hitherto considered core.

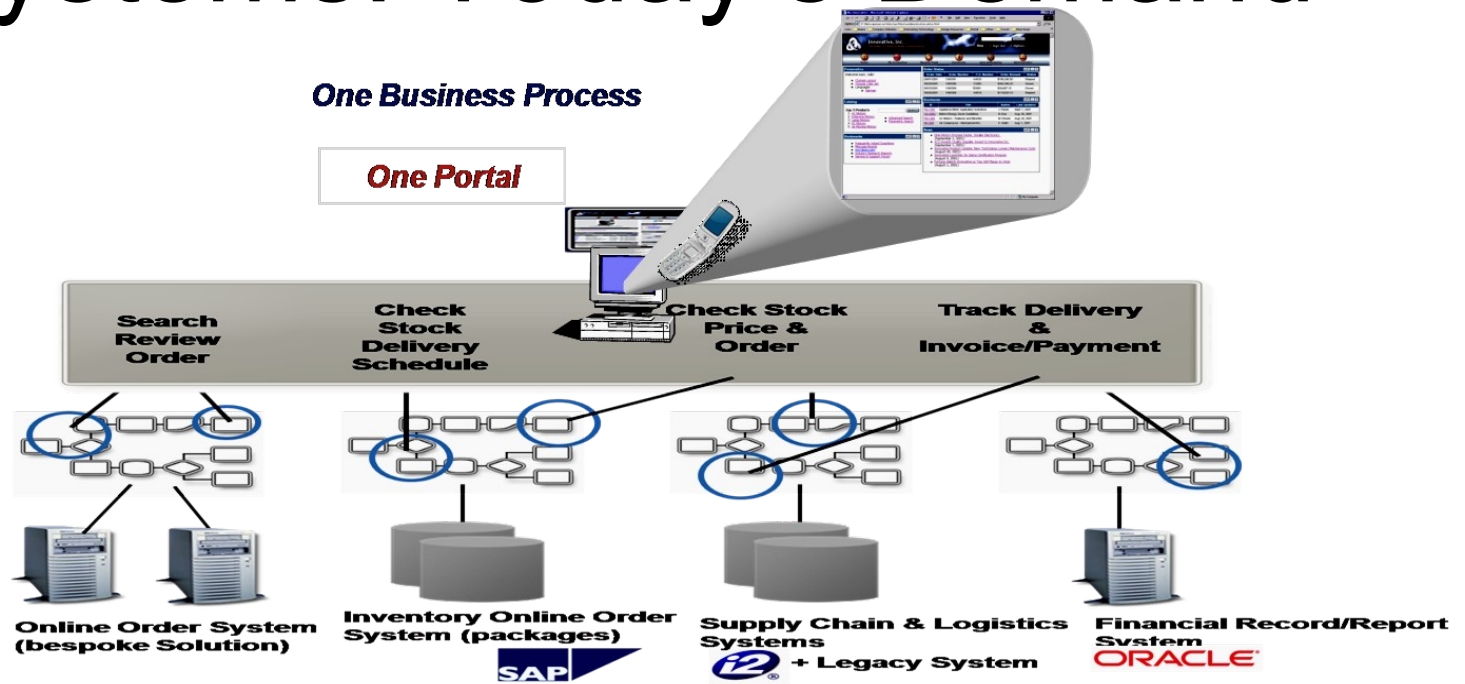
Individual Markets



- *MS will offer as big an opportunity to India as ADMS did in the late nineties*
- *BPO will likely become a larger play than IT in the next five years*
- *Indian companies are expected to serve 20% of the market by 2010*

Sources: *BM, HP, DC, NASSCOM McKinsey study, Satyam Research*

Integrated View of Systems: Today's Demand



Business
Processes



Management
Processes



People

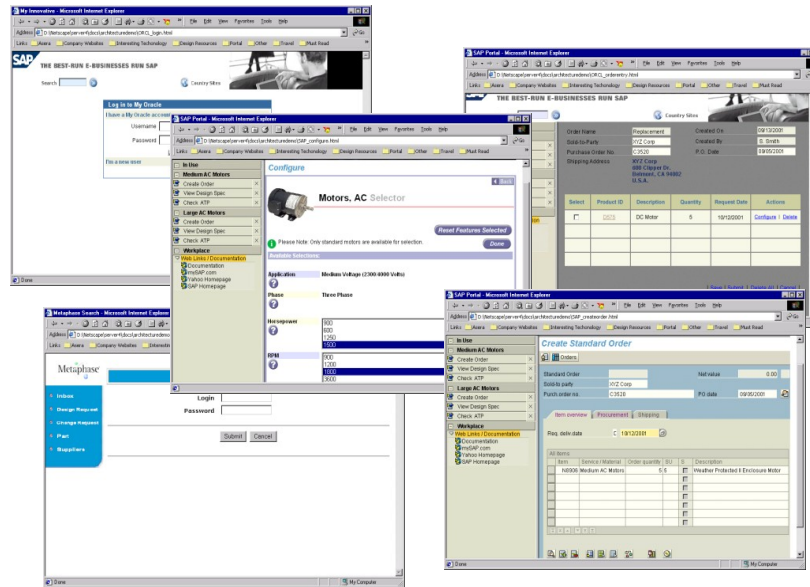


Business Processes & Collaboration Oriented IT

Composite Applications Enable Rapid Reaction to Environment: Business Processes & Collaboration Oriented IT

BEFORE

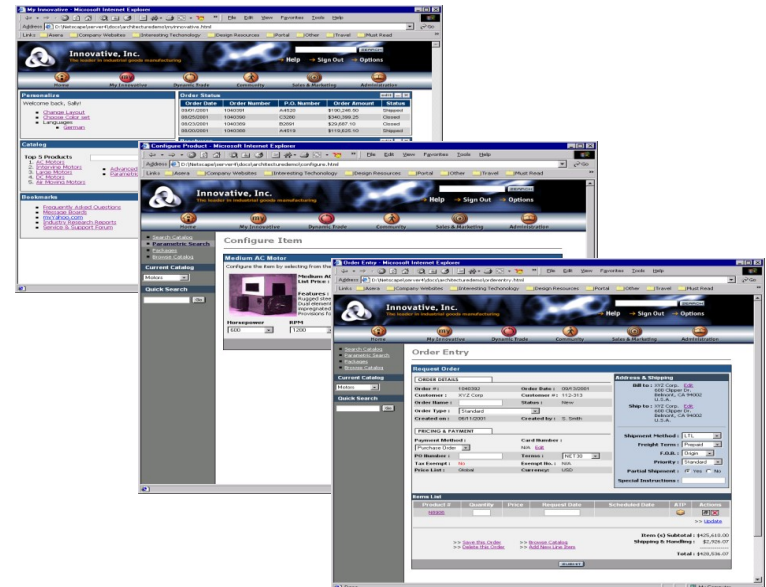
Typical Order Entry: 50 Screens / 5 Apps



- Multiple Screens & logins
- Different look and feel
- Lack of end-to-end visibility
- No business process approach

AFTER

One Business Process



- Single Branding
- Consistent look and feel
- Customizable and configurable
- One unified and seamless experience

Characteristics of Future Systems

Characteristics	Range of Values
Size	10 – 100 MLOC
Number of External Interfaces	30 – 300
Number of Component	20 - 200
Number of Coordination Groups	20 - 200

Dr. Barry Boehm , & Jo Ann Lane, 21st Century Processes for Acquiring 21st Century Software Intensive Systems of Systems , CrossTak, May 2006

Current Systems	Future Systems
Moderate connectivity	Every System is Connected
Relatively Stable requirements	Highly Volatile Requirements
Custom built solutions to match	Services and components
Reasonable time to stabilize	Rapidly decreasing cycle times
Not all failures are critical	Failures are globally critical
Complete System definitions	Complex, Agile and Adaptive
Repeatable Processes	Adaptive Processes

Dr. Richard Turner, Towards Agile System Engineering Processes, CrossTak, April 2007

APPROACH

Innovation and Leadership

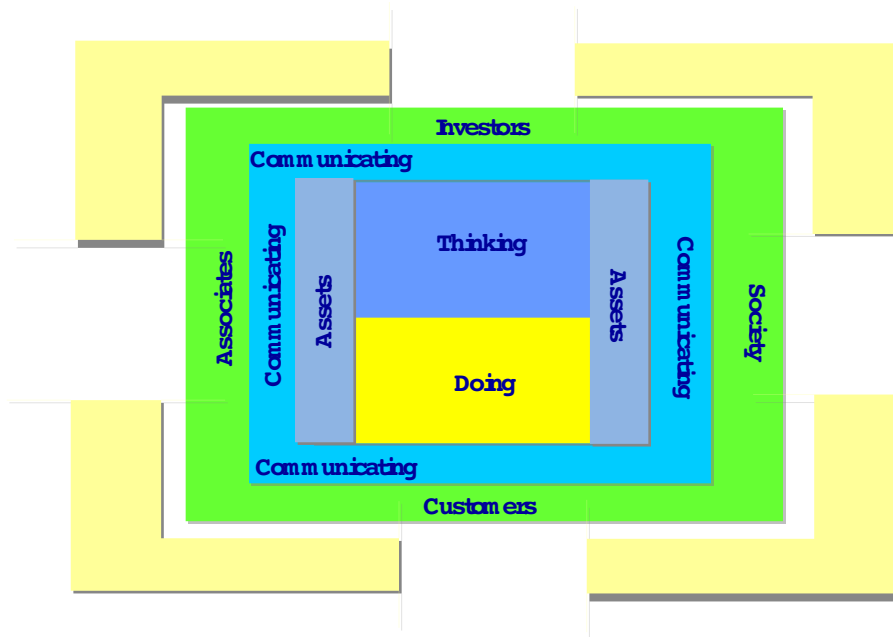
Agility and Responsiveness

Global Strategy and Local Implementation

Brand Enhancement

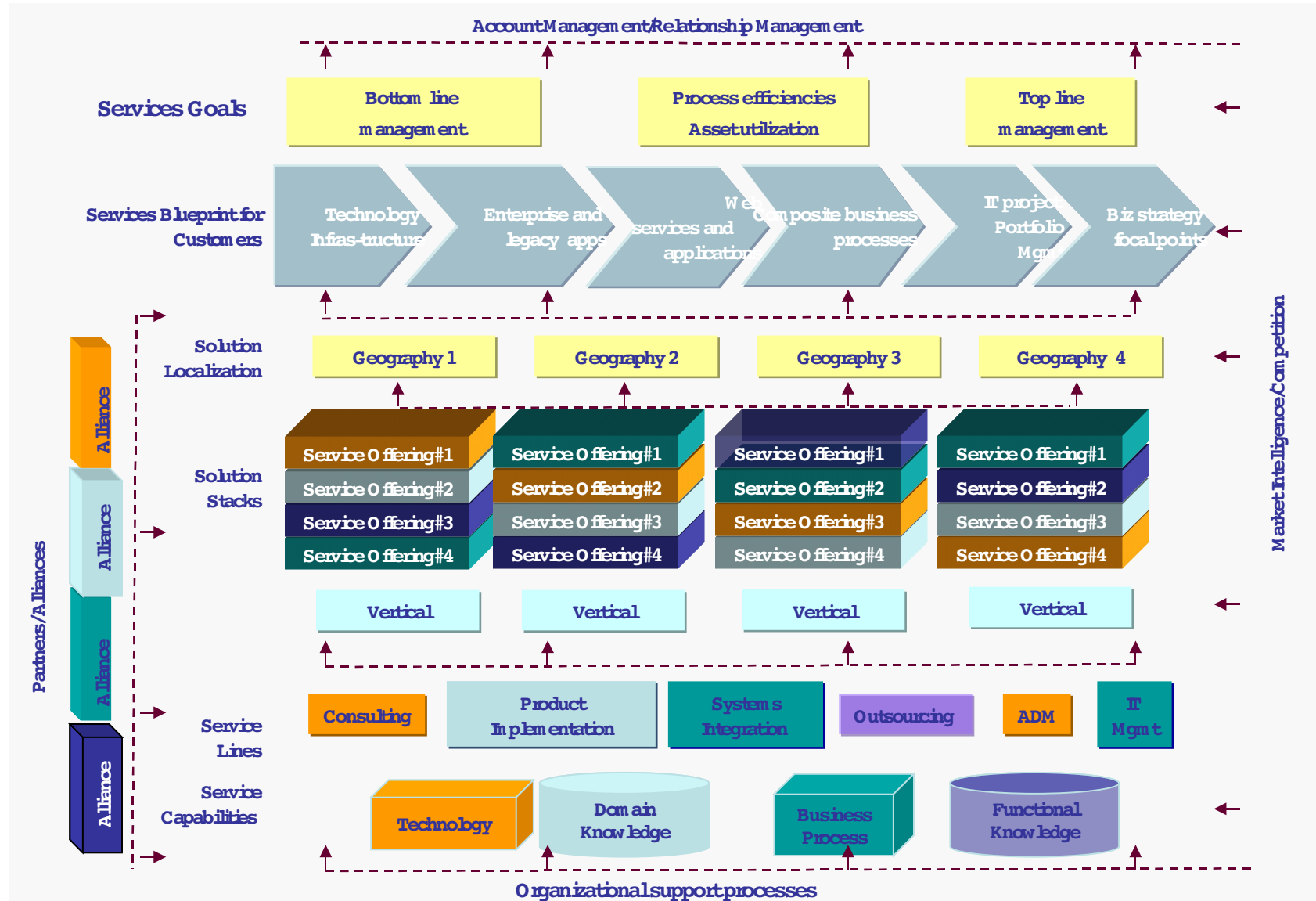
Collaborative Ecosystems

SATYAMWAY



- Enables Distributed Leadership
- Built for scale
- Responsive to market demand
- Promotes innovation

Integrated Business Solutions



Thank you